

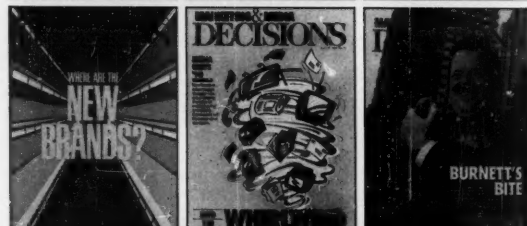
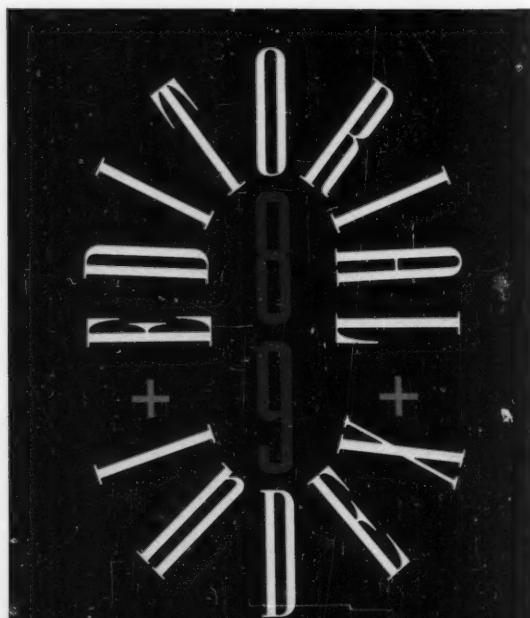


COVER SUBJECTS — 1989

- January** Syndication
Kathy Greig, Leo Burnett Co., Stephen Rutledge, Kraft; Cassandra Reese, Kraft; Nick Luciano, Seven-Up
- February** The Pain Game
Bob Merold, director of marketing, Bristol Myers
- March** Top Marketing Successes of 1988
- April** Cat Fight
- May** Power Plays
Nancy Smith, Young & Rubicam, and staff.
- June** Chutes and Ladders — career advancement
- July** Where Are the New Brands?
- August** Media Costs '90
- September** Burnett's Bite
Willard Hadlock, executive vp, media, Leo Burnett Co.
- October** Hot Wheels
George McCabe, group vp, and Jan Thompson, advertising vp, Mazda Motors of America
- Seven Sisters' publishers
Dan Zucchi, *Redbook*
Charles Townsend, *Family Circle*
Alan Waxenberg, *Good Housekeeping*
Robert Mate, *Women's Day*
Robert Thomas, *Ladies' Home Journal*
Jerry Kaplan, *Better Homes and Gardens*
John Beni, *McCall's*, not on cover
- November** Media's New Seers (Media strategists)
Judy Black, vp and strategic media project manager, Bozell, (inset) Bill White, Nintendo director of advertising
- December** 1989 Media All-Stars

ABBREVIATIONS

ATSI	As They See It	LW	Last Word
BB	Broadcast Beat	OD	On the Docket
BK	Books	PB	Print Beat
CC	Creative Concepts	PCP	Point/Counterpoint/Poll
DM	Direct Marketing	PRO	Pro Files
DB	Debut	SB	Sidebar
EE	Economic Eye	SP	Sales Promotion
FF	Freeze Frame	TT	Tools of the Trade
LET	Letters	UD	Update



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